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SUBJECT			DATE	
FEC/KIS Intelligence Summary - Daily			10 Oct 1955	
PERTINENT INFORMATION				
INTELLIGENCE TOPICS				
1. <u>Current Developments:</u>				
<p>Japan CIA's debut (CONFIDENTIAL) The Central Investigation Agency (CIA) (Kyodo Chuo Shimbun), allegedly a private business enterprise (INTSUM 4396), started functioning on 1 Oct 54. CIA's offices are in the Kyodo News Agency's building branch, and the organization is composed of 111 personnel and members of the former National Public Opinion Survey Institute (NPOSI). (The NPOSI was attached to the Prime Minister's Office, but was abolished recently under the Administrative Structural Reorganization Law enacted in the last Diet session.) A combination survey and polling institute and commercial detective agency, CIA consists of six departments whose functions include: 1) survey of the press, radio and other mass media of information; 2) market and corporation research; 3) answering inquiries on trade and other topics; 4) quality control service; and 5) sampling of domestic and international public opinion. TODA Isamu, 68, professor emeritus of Tokyo University and expert on public opinion polling, is president. Prominent on the CIA board of directors are: MATSUMATA Isenji, 62, managing director of Kyodo News Agency; HASEGAWA Satoru, president of Jiji Press; and FURUNO Inosuke, presurrender chief of the defunct Domei News Agency.</p> <p>The Japanese Government is to be CIA's prime customer, and expects to pay it 5,400,000 yen (originally appropriated for the abolished NPOSI and left unused in the 1954 budget) during the first year of its operations as a fee for supplying varied types of information to the Government. This sum is expected to mount to 20,000,000 yen the following year. Because Deputy Prime Minister OGATA Taketora was among CIA's promoters, and because the Government business CIA is to handle will consist mainly of feeding information to the recently formed intra-Cabinet body, the Anti-Democratic Activities Countermeasures Council (ADACC) (INTSUM 4396), suspicion has been aroused that CIA may become a special Government intelligence agency such as envisioned by OGATA some time ago. The Japanese press has widely criticized both ADACC and CIA as bureaucratic publicity instruments to serve the will of the Government in leading public opinion and forcing Government-made news on the press.</p>				
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